

# The Spring Time and Spring Things

The displays have character, distinction, novelty, freshness--the kind that takes hold on the fancy of neat and exquisite dressers--the kind of new goods you are unused to seeing.



## In New Apparel We Greet You

¶We concluded not to wait for Easter to don our new dress of type. How do we look? The old raiment has been relegated to the past. It carried individuality and served its purpose well. ¶And now our advertisements will be graced in the newest, the most modern display type before the reading public today. The latest and the best we demand. ¶There is nothing too good for our customers; there is nothing too good for this store. It is our own. All of the daily papers have been equipped with this individual type. It is called Pabst Old Style--and certainly it is full of style.

## KEITH-O'BRIEN CO.

THE PEOPLE ARE WITH US.

### Covert Jackets

Made along the lines of the more expensive ones.

Made of a good quality of covert--strapped seams, collarless edged with rows of stitching, extra lined. 32 to 38. \$4.95 \$6.75 for.....

### It Means a Rush

Silk shirt waist suits and silk suits--two marvels of beauty.

Handsome as these suits are, strong as the values are, we do not for one moment guarantee these suits, as the best of taffeta is deceiving. But the truth is, these suits are selling at just about the price of the silk alone. All colors. The waists are trimmed and the skirts are pleated. \$14.75 and \$16.75 values for..... \$11.75

### Shirt Waist Suits

Every lady wants a plain or fancy mohair shirt waist suit.

Our new and beautiful Mohairs in pin dots and stripes, colored checks and changeable effects, are the admiration of lovers of dainty dress. The variety includes nearly all of the newest styles of the season. \$1.35 and \$1.50 values. Special price, yard..... \$1.20 Hand-embroidered white linen waist patterns--12 or 15 left. To close them out, ONE-THIRD of regular prices will be charged. Regular prices from \$5.00 to \$17.50.

### Swell New Coats

Hundreds and hundreds of the smartest styles to select from.

Recent arrivals add new beauty to our exhibits and index precisely the smartest ideas. Women who desire the artistic tone of custom-made garments will find distinctive-ness in covert coats..... \$12.50

Special offer of stylish covert coats, 22 inches long, semi-fitted fly front, with mannish notched collar; strap on front and back.

Tailor-made Worumbo covert coats, collarless style, outlined with contrasting color broad cloth and braid, with self-color taffeta silk lining..... \$25.00

### Lace Specials

Features for the week in desirable laces and embroideries.

We have just received a fine line of fancy all-over laces and nets in white and cream, suitable for waists.

Imitation torchon laces, worth up to 20 cents a yard--for 5 cents. Extra fine. All widths, from 1/4 to 3/4 inches. Fancy trimming buttons in colors of cream, gold, silver, blue, brown, green and red. Regular prices 12 and 10 cents each, 5 cents each.

A good line of embroidery edgings and insertions suitable for underwear. Regular 20 cents a yard--special, 10c.

Embroidery remnants, from 5c to \$3.99 a remnant. All lengths.

### Silk Petticoats

Opportunity to buy new and stylish petticoats at a reduction.

\$5.75

Owing to the exceptional demand for silk shirt waist suits, we have made heavy purchases of silk petticoats--heavier than usual, in the hope that we can interest the ladies, as silk petticoats are growing fast in favor in the East. As a feature for the week--or as long as they last--we will sell our \$7.50 quality

### Spring Hosiery

The line is complete in every respect. We shall be pleased to show them. Ladies' gauze hosiery, 35c, 50c, 75c and up.

The stork carries the baby--we carry the outfits.

We have acquired the knack of getting our mind off of the cash drawer long enough to look at the store from the shopper's standpoint.

### Neat Neckwear

New lines and tempting savings in women's dress accessories. First showing of Windsor ties in pleasing, plain colors with white embroidery; also plain and plaid colors. Usual 35c ones, for 25c. A fresh line of stock collars in wash fabrics. Prices 50c, 75c and \$1.00. Pretty pique collars with colored wash ties.

### Spring Millinery

A special window exhibit will afford interesting inspection.

¶Newest conceptions of Parisian designers and the accepted dictates of American fashion, compose our initial presentation of 1905 spring millinery. Included in the showing are Imported Walking Hats--the very nobbiest. French and Japanese new Polo Hats--quite the go. These are direct Gage copies of exclusive imported patterns. The Gage hat for style and quality holds a place of its own in circles where correct dress is observed. ¶For the demands of Salt Lake's neat dressers all kinds of dainty headwear are now displayed. The first showings include all of the medium-priced inventions.

### Children's Clothes

Most of the shipments at little prices.

With much eagerness mothers have been awaiting these suits and dresses. It is a little early, of course, to speak of graduation and confirmation apparel, and yet mothers are. They seem to want to get the matter off their hands. Included in the new dresses are the kind that will save the worry of making--and really as cheap in price.

New lines of suits for boys are in at prices from \$1.95 and up. It is with pride that we direct attention to these suits. By paying a little more the manufacturer has given these extra touches which make the suits wear better, keep their shape better, look better than other lines at the same price.

### Kimona Ideas

Large shipments arrived. These are but a few of the features:

Ladies' short kimonas--cotton crepe with satin bands down the front; \$1.25 and \$1.95. Ladies' short lawn kimonas in light and dark colors; 35c, 50c and 65c.

We lead in ready-to-wear apparel--made first showing.

If she is not entirely satisfied she gets her money back.

### Silk Jackets

Among the innumerable inducements these are conspicuous.

Made of taffeta and peau de soie, full length, sailor collars trimmed with braid--a very dressy, neat garment. Special at..... \$8.75

### Early Jackets

For early season reductions these are unusual and attractive.

For ladies and misses--Made by men tailors and are not only stylish, but will always keep their shape, no matter how roughly handled. Loose back only and unlined. 14 to 16 year sizes, and 32, 34 and 36 in ladies' sizes. These jackets were marked low in the first place, but we have concluded to make the line a leader. \$8.50 to \$12.50, for..... \$6.75

### New Lawn Waists

Hardly worth while to make one's own waists so low is the price.

There are two notable styles, each trimmed with embroidery. Exceedingly good values at the regular price of \$1.25. But to maintain the lively selling already started and to give an idea of the character of values for the coming season, we shall place these on sale at..... 95c

### Linen Leads

The choice fabric for dainty summer suits and shirt waists.

It will be the lightweights--not the heavy, susceptible to creases, which has been in vogue for two seasons. The light weights, so much used for handkerchief making, will be in great favor. Anticipating a demand, we are equipped with a desirable stock in different weights and qualities. They are as low as 40 cents and as high as \$2.00 a yard.

### Irish Dimities

McBride's famous dimities are conceded the highest grade.

An arrival of handsome new goods will interest you. Beauty and perfection in finish of cloth, together with exquisite color designs, strengthens its strong popularity. Owing to the placing of early orders the advance in cottons will not affect our reasonable prices. 25 and 30 cents a yard.

### Shell Goods

One-half, one-third less regular comb prices.

All kinds--side, back, pompadour and fancy combs. Back combs in shell, amber and white, as follows: 75c and \$1.00 combs for 50c, 50c combs for 25c, 35c ones for 19c, 25c ones for 15c, 20c ones for 10c. Two fine values in side combs: 65c ones for 35c, 25c ones for 10c. ALL REAL SHELL HAIR PINS, BACK AND SIDE COMBS AT ONE-HALF OF SELLING PRICE. ALL HORN GOODS IN BACK AND SIDE COMBS REDUCED ONE-HALF. THESE INCLUDE THE CELEBRATED TORTOISE BRAND.

### Spring Suits

A fine bargain considering style, value and earliness of season.

Special values, evident the instant examination is made, in a cheviot suit, all wool material; trimmed with taffeta, lined, gored skirt. Blue, brown and black. \$16.75. These suits are worth every cent of the original price. The latest style features have been observed. You will like them. For.....

\$9.75

### Ladies' Underwear

New lines for spring and summer, as reasonable as usual. Ladies' high neck and long sleeve, at 25c, 35c, 50c, 65c and up. Ladies' low neck and short sleeves, at 35c. Ladies' low neck and no sleeve vests, at 12 1/2c, 15c, 25c, 35c, 50c and up.

### Monday, Tuesday

All stamped and tinted pillow tops--75c values for 50c. Lithographic pillow tops at 49c. A line of 45c pillow girdles at 25c.

There is an atmosphere of cordiality in our store.

Odd moments are put in trying to improve the store. Many helpful suggestions are dropped by the shopper and readily picked up.